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## **Tourism and Employment: the case of Togo**

**Abstract:** This paper sets to investigate whether and to what extent the development of tourism sector in Togo is associated with and possibly responsible for economic growth, employment creation and generation of wealth in the country. Results from this paper shows that the development of tourism in Togo has created both business and employment opportunities and that the expansion of the workforce in this sector has been associated with, and to some extent it has been responsible for, a decline in the unemployment rate in the country. In light of these findings, we recommend that the Togolese government should ensure that the tourism sector is strategically built in such a way that it forms an integral part of all of its development plans and that more serious efforts are invested in marketing the sector which is currently largely underutilized.

### **Introduction**

A considerable body of work has investigated, in the course of the past few decades, the determinants of economic growth and development. Therein, development was believed to be promoted by technological innovation, geographic location (Krugman, 1997), geopolitical conditions (Braudel, 1949), institutional change (North, 1990)<sup>1</sup>, and democracy (Lipset, 1959). It was also believed to have far reaching consequences in eliminating poverty, promoting social justice, creating more equitable societies, paving the conditions for the emergence of democracy (Epstein et al., 2006), and making democracy survive (Przeworski et al., 2000). The literature acknowledged that development cannot and should not be reduced to economic growth because while growth refers to the year to year change in economic output, development refers instead to the level of material well-being that countries/societies may enjoy. It is thus possible for a socio-economically developed country to experience little to no economic growth, while developing countries may experience a certain level of economic growth without actually becoming developed. That said, Sen (1983) pointed out that while distinct and clearly distinguishable from one another, economic growth and development are nonetheless linked to one another. Indeed, economic development is not only one of the requisites of development but also a necessary precondition, and it is undeniably “one aspect of the process of economic development” (Sen, 1983:748).

It should be noted that while the literature on growth and the literature on development have discussed and identified several possible determinants of economic growth and development, tourism has often been viewed as an engine of economic growth and as a condition for development. It follows from this argument that the purpose of the present paper is to investigate whether and to what extent the development of the tourism sector in Togo is economically beneficial. In doing so we do not simply wish to assess whether and to what extent

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<sup>1</sup> Neoinstitutional economists such as North and Thomas (1973) have long argued that economic development is a function of an efficient economic organization which, in its turn, is the result or proper institutional design

the development of the tourism sector in Togo was associated with and possibly responsible for economic growth and the generation of wealth, but we also wish to examine whether and to what extent the development of the tourism industry had any impact on the level of employment in the country and the redistribution of the wealth it had generated.

The analysis of the Togolese data reveals that the development of the tourism sector was economically beneficial as it made an increasingly large contribution to the total share of the country's exports and to the country's GDP. The data at our disposal also reveal that tourism also created both business and employment opportunities and that, by doing so, contributed to the redistribution of wealth in society. Building on the evidence presented in the course of the paper, the key conclusion of our analysis is that government authorities should make an even more conscious effort to promote tourism in the country and we formulate some recommendations as to how tourism in Togo could be boosted.

The rest of this paper is organized in the following way. The next (second) section provides an overview of the Togolese economy. In here the background information pertaining to the past and present economic situation in Togo is presented with the view to providing a platform within which the nexus between tourism and improved living conditions can be realised.

The third section provides the overall literature on tourism, economic growth and development. By critically examining the existing body of research this section concludes that while initially contested the relationship between the development of tourism industry and economic growth has finally been clearly established. This section also notes that much less attention has been paid to investigating whether the tourism industry has a beneficial impact on socio-economic development. In the fourth section, we analyse the economic dividends of tourism. In doing so, we show that the number of tourists/visitors has increased, that tourism has come to represent a larger portion of Togolese exports, and, since that exports have come to represent a larger share of the country's GDP, tourism has increasingly made a much larger contribution to the country's economy.

The fifth section investigates whether the development of tourism sector has had any impact on the "utilisation of underemployed manpower" (Sen, 1983:746) thus contributing to the country's development and distribution of wealth. The evidence presented in this section sustains the claim that the development of tourism has created both business and employment opportunities and that the expansion of the workforce in this sector has been associated with, and to some extent it has been responsible for, a decline in the unemployment rate. Building on this evidence, we suggest that the Togolese government should make a concerted effort to promote a sector that is so beneficial for both the economic growth and the development of the country. In the sixth and final section, we formulate some policy recommendations.

## **An Overview of the Togolese Economy**

Togo is one of the poorest countries in the world (Teye, 2014; ADB, 2011; BTI, 2012). Indeed, it ranked 139<sup>th</sup> out of 169 countries in 2010 UNDP's Human Development Index (BTI, 2012). Also about 61.7 percent of Togo's population lives below poverty line (USD 1.25 Purchasing Power Parity terms a day) with 81.2 percent of the population vulnerable to falling to poverty trap (BTI, 2012; ADB, 2011). Perhaps a sure sign of low level of development in Togo is the fact that agriculture and services sectors dominate in terms of their contribution to GDP in the country, accounting for 45 percent and 34 percent respectively (ADB, 2011).

The current economic condition in Togo is very much a consequence of sociopolitical crisis, which began in early 1990s and lasted till 2006. The crisis, which attracted the suspension of development cooperation by international donors, led to the decline in investments and subsequently high employment rates in the country (IMF, 2009; ADB, 2011; BTI, 2012). Indeed, by the year 2006, unemployment rate in Togo was as high as 83 percent (Teye, 2014). The situation was exacerbated by the loss of skilled Togolese citizens who opted to out-migrate en masse in the quest for greener pastures (BTI, 2012; Teye, 2014). Note that while the situation has improved since the lifting of sanctions in 2006, the Togolese economy has not yet fully recovered. Indeed, the country is still wrestling with, amongst other challenges, low economic growth and high levels of unemployment (ADB, 2011). However, among potentially bright spots in the Togolese economy is the tourism sector which, if managed better, could play a very crucial role in harnessing foreign investments and creating employment opportunities. Indeed, the fact that when fully realized tourism can employ individuals of various skill-levels, makes it all the more an attractive venture for Togo to focus on in a bid to increase employment opportunities, thereby improving living standards of its people.

### **Tourism, Economic Growth and Development**

Economic analyses made since the mid-seventies onwards have generally treated tourism industry or rather international travel, as a subcategory of exports, and showed how international tourism has grown faster than traditional exports. Indeed, while international travels amounted to 3.4 per cent of the exports in 1950, in 1970 they amounted instead to 6.5 per cent (Diamond 1977: 539). Since exports were a major determinant of growth for many countries, the fact that international travels had come to represent a larger portions of the exports meant that international travels and tourism had become a more significant determinant of economic growth and development.

In the seventies the economic importance of tourism was recognized and several studies investigated whether, how and to what extent the development of the tourism sector could contribute to economic growth, employment and socio-economic development (Martin, Morale and Scarpa, 2004). Over this same period, the scientific literature produced several analyses of the relationship between the tourism industry, economic growth, and economic development. This relationship has been studied for African, Caribbean and Latin American countries but also for the countries of South East Asia, where there were also significant developments in high-tech industry.

This scholarly debate has been characterized by a plurality of voices. One stream of research has underlined that tourism has environmental costs, may be environmentally damaging, is exploitive and low paying, and that the benefits of the tourism business are often enjoyed by international economic actors and not by local actors. For example, some of the critical voices in this debate have argued that developing countries do not benefit enough from the development of tourism industry because of foreign ownership (Jules, 2005).

This view was voiced quite forcefully by Plaumarom (2007) who lamented that “local residents do not get a fair share because most of the tourism revenue is siphoned away by urban-based and foreign investors. The tourism sector is notorious for causing financial 'leakage' (due to high import content, repatriation of profits by foreign-owned tourism companies, etc.), and unbalanced and inequitable distribution of income. According to current statistics compiled by

the UN Conference on Trade and Development (UNCTAD), leakages in the tourism sector amounts to 85% in some African least developed countries (LDCs), more than 80% in the Caribbean, 70% in Thailand and 40% in India”

Similar views have surfaced in some of the interviews that we conducted across Africa. For instance, the then *Directeur des Affaires Communes* of the Ministry of Tourism in Togo in the course of our conversations told us that the tourism industry in Togo could trigger pro-poor growth under two conditions: an increase in the number of arrivals of international tourists and the development of a system of smaller, locally owned, hotels for he believed that the profits generated by large, internationally owned hotels were repatriated and did not contribute in any meaningful way to the betterment of Togolese society.<sup>2</sup>

Another stream of scholarship has underlined instead the economic benefits associated with tourism. Studies produced in this line of argument have underlined that tourism contributes to economic growth, that it does so more than other industries that create employment for unskilled workers who would otherwise struggle to find employment and it can be a main driver of growth in developing countries. Specifically, studies by Durberry (2004) on the Mauritius islands, by Dritsakis (2004) on Greece, by Ivanov and Webster (2007) on three Mediterranean countries, by Kim et al. (2006) on Taiwan, and by Martin, Morales and Scarpa (2004) on Latin American countries confirmed a clear causal relationship between growth of the tourism industry and economic development, even when complex regression models have been used to control for the effects of other variables.

The basic explanation for why tourism stimulates economic growth is fairly intuitive. Tourism requires investments, creates employment, pays salaries, sustains (domestic) consumption, and the combination garners greater investments and greater consumption which are conducive to higher rate of economic growth (Martin, Morale and Scarpa, 2004).

Note that while this debate has been rich and informative, it has failed to prove conclusively whether the development of the tourism industry contributes to poverty reduction and to a more equitable redistribution of wealth in society. Studies produced in the first line of research neglected the objective benefits that tourism can produce, such as the creation of wealth, while studies produced in the second stream of research never addressed how the wealth created by tourism was distributed. By focusing exclusively on the relationship between tourism and the creation of wealth, in the form of either yearly economic growth or income per capita, these analyses did not say much as to whether the benefits of economic growth and wealth creation are enjoyed by all segments of society and as to whether tourism-led growth is pro-poor or not.

Furthermore, because of the *foci* of their respective analyses, studies conducted in either stream of scholarship paid little to no attention to the fact that tourism can contribute to poverty alleviation only if it redistributes the wealth it creates. Hence in the course of this paper we wish to analyze not only whether tourism in Togo is able to contribute to poverty alleviation by creating employment opportunities for workers with little to no skills who would, otherwise, find very hard to find proper employment.

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<sup>2</sup> The interviews were conducted by one of the authors in December 2013 in Lome, Togo.

## Tourism and the Economy in Togo

Tourism industry in Togo has grown considerably in the 2001-2011 period. According to the World Bank's World Development Indicators, the number of international tourist arrivals in Togo has steadily increased from a minimum of 57,000 arrivals recorded in 2001 to 300,000 arrivals recorded for 2011. In the same period, tourist receipts have come to represent an increasingly larger share of the country's export (table. 1), exports have come to represent a larger share of the country's GDP (Tab.1), and, as a result, the success of the tourism sector has made an increasingly larger contribution to the Togolese GDP.<sup>3</sup>

**Table 1. Tourism receipts as percentage of Togolese exports and exports as percentage of GDP**

Year	Tourism receipts as Percentage of exports	Exports as % of GDP
2001		34
2002		37
2003		43
2004		39
2005	3.3	40
2006	2.8	38
2007	4.2	38
2008	3.9	35
2009	6.1	37
2010	8.1	40

Note that while this evidence sustains the claim that the development of the tourism sector can make a significant contribution to economic growth and development, it does not provide much evidence as to whether and how it has affected socio-economic conditions such as the rate of employment/unemployment. The purpose of the present study is precisely that of investigating whether and to what extent the development of the tourism sector in Togo, by creating employment opportunities in this sector, has made a significant contribution to stimulate employment.

In the 11 years from 2001 to 2011 the number of arrivals in Togo has grown more than fivefold from about 57000 visitors to 300000 (see table 2). This series of data is nearly identical to the data made available by the Togolese Ministry of Tourism. The only difference concerns the number of arrivals in 2008, but except for the 2008 data point, the two data series are nearly identical.<sup>4</sup>

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<sup>3</sup> This point can be easily illustrated by multiplying the data presented in the second and in third column of Table 1. By doing so we find that in 2005 Tourism represented only 1.32 per cent of the GDP, while in 2010 its contribution was of 3.24 per cent—this represents roughly a 145% increase in just five years.

<sup>4</sup> By correlating the World Bank data with the data made available with the data made available by the Ministry of Tourism, we find that the correlation of the two series yields a strong, positive and statistically significant correlation coefficient ( $r = .98$ , sig. 017). Such a strong correlation between these two series sustains the claim that World Bank estimates are valid.

**Table 2. Number of tourist arrivals**

Year	Number of arrivals (WB data)	Number of arrivals (Ministry of Tourism)
2001	57000	
2002	58000	
2003	61000	
2004	83000	
2005	81000	
2006	94000	94096
2007	86000	86165
2008	74000	87587
2009	150000	149945
2010	202000	
2011	300000	

The growth in the number of tourism arrivals is not in itself surprising. Togo could appeal to a fairly diversified range of tourists. Togo may appeal with the shores of Lake Togoville and, to a lesser extent, with the oceanic coastline to sun and beach tourists. It can also appeal to cultural tourists who can find history in the Maison Wood (also known as *Maison de esclaves*) in Agbodrafo, heritage in the Nano Caves close to Dapaong, and tradition in Togoville, Aneho or in the fortified constructions of Koutammakou.<sup>5</sup> And, given its varied landscape, comprising savannahs (Dapaong), green hills (in the Kara region), waterfall (Badou), lush vegetation (Kpalime), beautiful coastline (From Lome all the way to Aneho), Togo can obviously appeal to nature lovers, hikers, bird-watchers and butterfly-watchers.<sup>6</sup> Above all, Togo could appeal to tourists with an interest for anthropology, ethnography and traditional religions because Togo is an ideal site to explore the world of African traditional religiosity—from the cult of Nana Buluku

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<sup>5</sup> Most the tour operators that sell Togo as a destination, they sell it as part of a broader Ghana-Togo-Benin tour, designed for cultural tourists interested in the culture, tradition, religion of this portion of the West African region. For instance an Italian tour operator called African explorer organizes two tours that include Togo. One is called the invitation to Togo and Benin that lasts about a week, while the second is called Ghana-Togo-Benin which lasts for 13 days and 12 nights. Only three of which are actually spent in Togo: one on the shores of Lake Togo, one in Sokode and one in Kara. Another Tour operator working in the region, Kel 12, also sells Togo as part of a Ghana-Togo-Benin tour that lasts 13 days and 12 nights-only three of which spent in Togo, once again, on the shores of Lake Togo, in Sokode and Kara. While these and similar tours are quite useful in introducing travelers to a region not terribly well known, they are quite far from providing a complete overview of the tourist potential of the region and of Togo. A third major operator bringing tourists to this region is “I Viaggi di Levi” which offers a 9 day trip into magi in Togo and Benin and/or a 16-day trip in Ghana-Togo-Benin. These two tour provide are more comprehensive and allow the traveler to develop a better understanding of this region than the other, generally shorter, tours. The problem of all these tours however is that they all end up neglecting several locations with great tourism potential such as the waterfalls of Badou, or the lush vegetation of Kpalime, or the national parks, or the fortified construction of Koutammakou and/or the caves in Dapaong. While the tours could be better designed, one should also note that a key problem for tour designers is that infrastructures, such as roads, and facilities, such as hotels, are not always terribly good. If better roads and hotels were available in areas other than in coastal area, it’d be easier to take tourists in areas that the existing tour presently neglect.

<sup>6</sup> Togo is believed to have 625 bird species (<http://www.africanbirdclub.org/countries/Togo/introduction>) and 414 species of butterflies ([http://en.wikipedia.org/wiki/List\\_of\\_butterflies\\_of\\_Togo](http://en.wikipedia.org/wiki/List_of_butterflies_of_Togo)).

to the cult of Mawu-Lisa (twin), from Mami Wata to Heviosso and the other original 14 gods of voodoo (Gilli, 1987).<sup>7</sup>

But while Togolese history, art, culture, tradition, landscape could attract a large and possibly growing number of tourists, the data collected by the Ministry of Tourism on hotel customers in the city of Lome' reveal that only a small portion of visitors come to Togo for tourism. More than three-quarters of the visitors, tourists, and travelers, who come to Togo, do so for business or business-related purposes. Specifically 10 per cent of the customers are pilots or flight attendants, 20 per cent are business executives, and 50 per cent of the customers are conference attendants—all the other customers, a sub-group of which is represented by tourists proper, amount to just 20 per cent. See table 3.

**Table 3. Main Customers of the Hotel in Lome**

Type of customer	Percentage
Air Crew	10%
Business executives	20%
Conference Attendants	50%
Others	20%

source: Ministry of Tourism

These data are quite important especially if they are read in the light of two additional pieces of information, namely that the hotel market in Lome' represents a very large share of the hotel industry in the country in terms of hotel, number of rooms and occupancy rate.

According to official government statistics, the number of hotels, the number of rooms and the average occupancy rate experienced a steady increase in each of year of the 2006-2011 period. The number of hotel increased by 36.6 per cent from 300 to 410, the number of rooms increased by 37.8 percent, and the average occupancy rate increased from 35 percent in 2006 to 54 percent in 2009. This relatively low value in the occupancy rate of hotel room is due, among other reasons, to the fact that the average length of stay of tourists, visitors and travelers is fairly short - in the 2001-2011 average length of stay was of 2.17 nights per visitor<sup>8</sup> - and has not increased in the 2001-2011 period.

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<sup>7</sup> The cult of Heviosso or Xeviosso, to be clear, is not a peculiarity of Togo. Heviosso/Xeviosso is also worshipped in Benin and, with the name of Shango, in Nigeria. Xeviosso is one of the 14 original voodoo gods, one of the children of Mawu-Lisa, the god of thunder and lightning. Like Shango among the Yoruba in Nigeria, Amadioha among the Igbo, Heviosso is symbolized by the ram. While the evidence is inconclusive, it is believed that the cult of Zeus-Ammon, a Zeus depicted with a ram's horns, spread from Ancient Egypt to the Kingdom of Kush and from there, through the trans-Saharan routes, all the way to Western Africa where it gave rise to the cult of the gods of thunder and lightning. In a pioneering study of another Igbo ram-headed god, Ikenga, Jeffreys (1954) concluded that the origin of ram-headed gods in African religion, including in West Africa, was Egyptian. See also Sabas Whittaker (2003).

<sup>8</sup> The average length of stay provides a slightly distorted picture of how long tourists, travelers and visitors actually stayed in Togo. In fact in six of the eleven years under consideration the average length of stay was sometimes sensibly some times more significantly lower than the average for the 11-year period. The short duration of the stay is due to a combination of two factors: first, business travelers usually come in at the beginning of the week and fly out after a fairly short stay and, second, tourists and cultural tourists visit Togo as part of the broader Ghana-Togo-



In spite of this growth, the hotel market in Lome' remained the single largest hotel market in the country—see annex.<sup>9</sup>

## Tourism in Togo and Employment

There is no doubt that the tourism sector has increased considerably in the period under study, that it has become an increasingly more important determinant of Togo's GDP, and it has been one of the main drivers of economic growth in the country. The evidence that we have presented so far, however, does not allow us to say whether the development of the tourism industry in Togo has created employment opportunities and, by doing so, it has contributed to redistributing the wealth that it had generated.

In order to see whether and to what extent, the development of the tourism sector contributed to the creation of employment opportunities and to the expansion of the labor market, we perform two sets of correlation analyses. Specifically we first correlate, the number of firms operating in the tourism sectors against time, number of tourist arrivals and tourist receipts as percentage of the total exports. After completing this first set of analysis, we correlate the number of workers working in the tourism industry with time, number of tourism arrivals, tourist receipts as proportion of the total exports and the number of tourism firms operating in the country.

**Table 4. Correlation analysis (sig.)**

	year	Number of arrivals	Tourist receipts as % of exports	Number of tourism firms	Number of workers in the tourism sector
Year	1	.81 (.002)	.90 (.015)	.95 (.000)	.57 (.065)
Number of arrivals		1	.94 (.005)	.93 (.000)	.86 (.001)
Tourist receipts As % of exports			1		.86 (.028)
Number of tourism firms				1	.78 (.004)
Number of workers in the tourism sector					1

The growth in the number of arrivals, in tourism industry's contribution to Togo's exports, and the number of tourism firms are all very strongly, very positively, very linearly and very

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Benin tour that in about a week allegedly allows travelers to uncover all the secrets of this culturally rich and diversified region.

<sup>9</sup> According to the data placed at our disposal by the Ministry of Tourism in Lome' there are 21 hotels for a total 1366 rooms, which means that nearly 20 per cent of the rooms in Togo are concentrated in Lome. If we discount, from the total number of rooms the 368 rooms of the Hotel 2 Fevrier, which is, as it has been for a while, under renovation, the total number of rooms drops to 998 which correspond to roughly 14 per cent of the total number of rooms in the country. Government officials informed us that there are plans not only to renovate the Hotel 2 Fevrier but also to bring the Hotel de la Paix, with glorious view on the Gulf of Guinea.

significantly related to the passage of time. The correlations between year and number of arrivals, tourist receipts as share of the total exports, and the number of tourist firms yield are  $r = .81$ ,  $r = .90$  and  $r = .95$  respectively. This means that the passage of time alone explains 65.6 per cent of the variance in the number of arrivals, 81 per cent in the variance of tourism's contribution to Togolese exports and 90.2 per cent in the variance in the number of tourism firms. These correlation coefficients indicate that to lesser or to a greater extent, the passage of time led to the arrival of more tourists, greater economic significance of tourism and to an increase in the number of firms operating in this sector.

The strength of these correlations can be better appreciated if we assumed that the passage of time is not simply related to these three outputs but is actually responsible for changes in these outputs. By running simple regression model with year as independent variable and number of arrivals, tourist receipts as share of the total exports, and the number of tourist firms as our dependent variables, we find that a unit increase, the passage of a single year, is responsible for the arrival of an additional 18590 tourists, for 96 per cent increase of tourist receipts as percentage of national exports and to creation of 23 more tourist firms.

While the relationship between time and these variables is clear, strong, positive and statistically significant, the relationship between time and the number of workers working in the tourist industry is not as strong, not as clear and not significant (from a statistical point of view).

The number of arrivals is strongly, positively and significantly related to tourist receipts as percentage of exports ( $r = .94$ , sig. 005), to the number of tourist firms ( $r = .93$ , sig. 000) and to the number of workers working in the tourism sector ( $r = .86$ , sig. 001). These means that the arrivals of more tourists is associated with and possibly is responsible for the creation of new firms and the employment of new workers. The number of firms increases by .846 for any additional 1000 arrivals, while 9.63 new workers are recruited in the tourism sector for a 1000 people increase in the number of arrivals. Finally, one should note that the relationship between the number of tourist workers and firms is strong, positive and significant but is not as strong as one would expect. Variance in the number of tourism firms account for less than 61% in the variance in the number of tourism workers, which means that nearly forty percent in the variation in the number of tourism workers are not related or affected by the number of firms operating in this sector—either because the size of firms varies, because an expansion of the number of firms may go hand in hand with a decrease in the number of workers working in this sector, or both.

In the 2001-2011 period, the number of workers working in the tourism sectors increased by 318 per cent and the growth in employment opportunities and jobs in the tourism sector had a strong, significant impact on the level of unemployment in the country. In fact the correlation between number of workers in the tourism sector and the unemployment rate for the whole labor force is strong, significant and negative ( $r = -.70$ , sig. = .017).

Given the strong correlation between the development of the tourism sector, the creation of firms and employment opportunities, and the employment rate, it is clear that the tourism sector yields good economic returns to Togo. It creates wealth and, by creating employment for the poorly skilled or unskilled workers and reducing unemployment, it contributes to a more equitable distribution of wealth in the Togolese society. In the light of these findings it is clear that the further development of the tourism sector in Togo should be an integral part of any developmental strategy in the country.

To promote tourism in Togo, the development of the tourism sector should be carefully planned (Hamimi, 2013), it should be incremental, and it should be achieved by adopting a holistic, multi-pronged, strategic approach that could involve the development of infrastructures

such as airports, ports, highways and roads, the development of tourist sites, facilities, accommodation and recreational activities, the development of a marketing strategy (Dolnicar and Ring, 2014) to promote Togo as an appealing tourist destination and the development of tourism professionals and human resources through targeted training in hotel and travel services.

Tourism, in the Togolese context, has not only the ability to stimulate growth, generate wealth, business and employment opportunities, but it can also make a significant contribution to creating the conditions for sustainable development in the country.

## **Conclusions**

The purpose of the present paper was to investigate the economic impact of the development of the tourism industry in Togo. In doing so we paid attention to two specific questions, namely whether the development of tourism made a contribution to the country's wealth as measured on the basis of the country's GDP and whether it was facilitated a more equitable distribution of wealth in society by creating business employment for low skilled workers who would otherwise struggle to find proper employment.

The evidence presented in the paper showed that the tourism sector in Togo grew considerably, that the number of tourists/visitors, the number of hotels and rooms increased and that the growth of this sector led to a significant increase in the number of firms and tourists operating in this sector.

The development of tourism is highly beneficial. It creates wealth, it creates business opportunity, it creates employment –nearly 10 jobs are created for every 1000 additional tourists/visitors coming to Togo - and it makes a significant contribution to reducing an unemployment rate that has quite high for several years.

Our findings suggest two basic conclusions: first that the development of the tourism sector has to be an integral component of any development plan that the government of Togo may wish to implement in the near future and, second, that a serious effort has to be made to promote tourism in a country that has a large, and largely underutilized, tourism potential.

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#### **Annex. List of hotels, number of rooms, occupancy rate and category in Lome’.**

Hotel name	Number of room	Occupancy rate %	Hotel category in *
Mercure Sarakawa	211	75.6	4
Ibis	108	74	3
Palm Beach	74	70	4
Ghis Palace	28	60	2
Clementine	14	45	2
Novela Star	28	55	2

Coco Beach	14	65	2
Aéroport	16	60	2
Excellence	40	55	2
Memorial	40	50	2
Napoleon Lagune	23	55	2
Pelican	34	50	2
Veronica Guest House	10	70	2
Eda-Oba	184	-	4
2 Fevrier	368	-	5
Avenida	77	57	2
Hotel de l'Amitie'	20	65	2
Modestie	15	55	2
Bijou	28	45	2
Aristos	10	50	2
M'rode	24	-	2